



# Sustainability Report 2024

The Hotel Britomart









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## KIA ORA,

The last 12 months have been an exciting period for The Hotel Britomart team as we enjoyed our fourth year of operation. In that time, we’ve hosted 44,792 guests overnight at the hotel, welcomed 9,177 meeting and event delegates and served 77,877 guests in our sustainable restaurant kingi, The Libraries and kingi Private. That’s over 131,000 people from near and far who we’ve had the privilege of meeting, showing manaakitanga to and sharing our stories with.

We’re also proud to have taken some fantastic steps forward in our sustainability journey. We launched New Zealand’s first hotel-led regenerative travel experience in partnership with the inspiring Velskov Native Forest Farm, we joined a pilot programme through the Restaurant Association that aims to help restaurants reduce their food waste, we planted 1200 native trees in partnership with our sister property The Landing, and fundraised or collected items in support of several wonderful charities, which you can read about on page 37 and page 47 of this report.

Over the coming year, we look forward to two new team members helping drive our progress in environmental and social sustainability: Caitlin Rees, our new Sustainability and Procurement Coordinator, and Fay Fialho, our new People and Culture Manager. Turn to page 20 for an interview with Caitlin about what she hopes to achieve over the next 12 months.

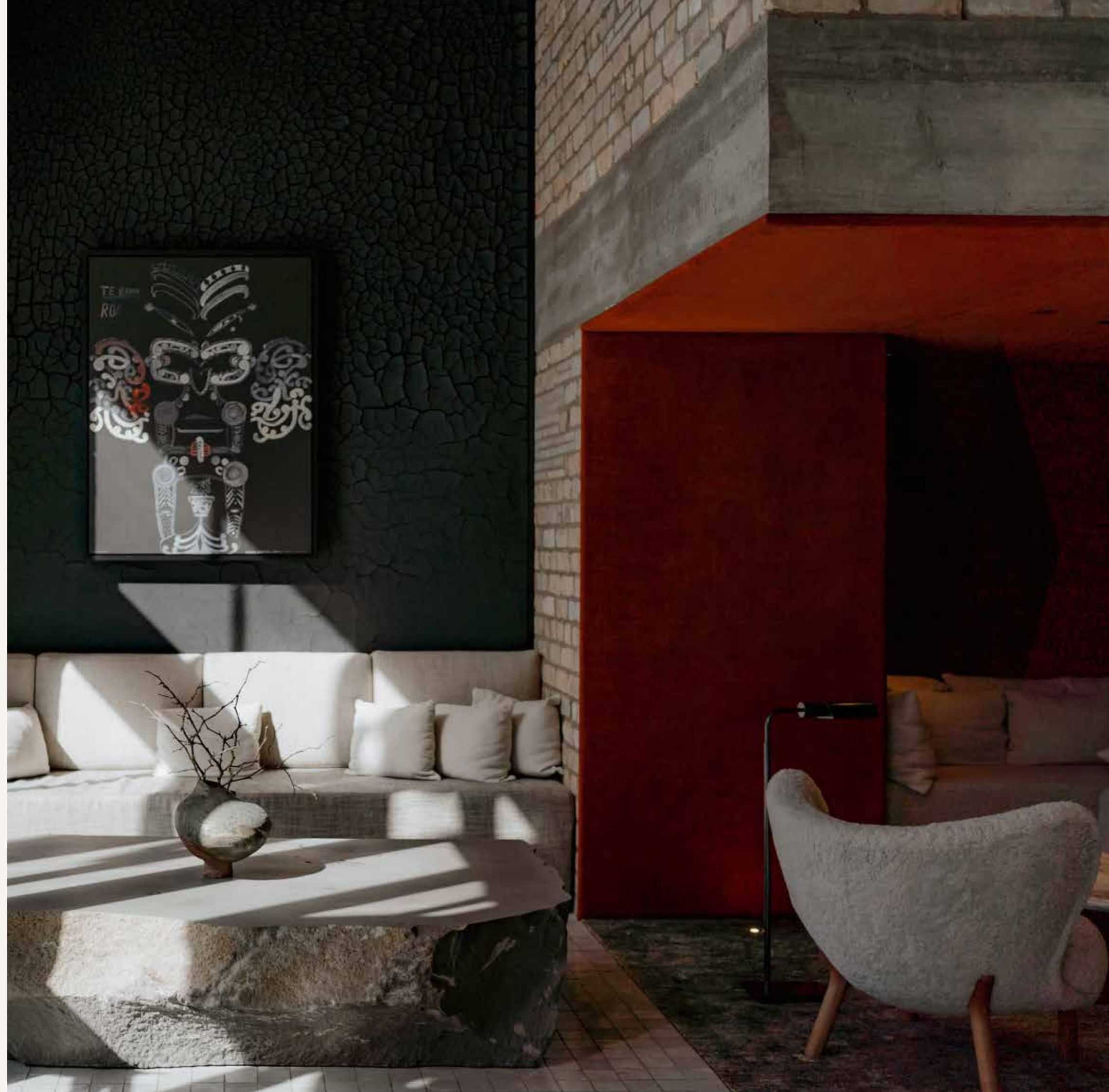
With the 2025 Tourism Sustainability Commitment and the government’s Net Zero 2050 Emissions Reduction Plan in mind, we continuously challenge ourselves to think creatively and take bold actions to drive change, pushing the boundaries within the accommodation and visitor industry.

Finally, we’d like to celebrate being honoured with several industry recognitions this year. Following on from being awarded the #1 Hotel in New Zealand in last year’s Tripadvisor Traveller’s Choice Best of the Best Awards, we were delighted to be named New Zealand’s Best Hotel in the 2024 Hospitality New Zealand Awards. These accolades are a testament to the dedicated care and energy all of our team members put in every day to ensure that everyone who walks through our doors enjoys an exceptional experience. We’d also like to acknowledge our wonderful team member Maica Horigue, who represented New Zealand in the AICR International Receptionist of the Year Awards, bringing home the global runner-up award.

Ehara tō mātou toa i te toa takitahi, engari he toa takitini – our strength is not that of an individual, but that of many.

Hei konā mai me ngā mihi,

CLINTON FARLEY  
General Manager  
The Hotel Britomart





# About The Hotel Britomart

## THE PROPERTY

The Hotel Britomart is a 10-storey, 104-room hotel located in the centre of Britomart, a vibrant nine-block retail, hospitality and commercial precinct on Auckland’s downtown waterfront. Completed in late 2020, the new hotel building is set amid refurbished brick and timber heritage warehouses and has been integrated physically and visually with its environment.

From the ground level to the fifth floor, the new hotel building is connected to the adjacent century-old Buckland and Masonic Buildings, with two of the hotel’s premium Landing Suites set on the rooftop of the Buckland Building, and the hotel’s event spaces, The Libraries, found on the first floor of the Buckland and Masonic Buildings. The hotel’s restaurant, kingi, is situated on the ground floor of the Buckland and Masonic Buildings, offering sustainably sourced seafood and local produce, while kingi Private is a private dining and high-end meeting room. A glass-roofed laneway weaves between the existing refurbished buildings and the new hotel, while the hotel’s cast-brick exterior and windows on the lower levels were designed to reflect the brickwork and window forms of the heritage buildings around it.

Under the direction of Cooper and Company, the hotel was designed to New Zealand Green Building Council’s 5 Green Star standard by Auckland architectural practice Cheshire Architects and built by Bracewell Construction.



## THE BUSINESSES

**THE HOTEL BRITOMART**  
Single-room hotel guest accommodation in downtown central Auckland.

**THE LANDING SUITES**  
Luxury suite guest accommodation within The Hotel Britomart, designed to reflect the spirit of The Landing, a separate Cooper and Company luxury accommodation property in the Bay of Islands.

**THE LIBRARIES**  
Event spaces available for select private functions and the use of guests of The Hotel Britomart.

**KINGI**  
The hotel restaurant, open to guests and the public.

**KINGI PRIVATE**  
A private dining and meeting room.

## THE STAKEHOLDERS

**COOPER AND COMPANY AND THE BRITOMART GROUP OF COMPANIES**

The owner of The Hotel Britomart.

**THE HOTEL BRITOMART LTD**  
The management company and team members who operate the hotel.

**THE HOTEL BRITOMART GUESTS**  
Domestic and international guests who stay at or visit the hotel.

**NGĀTI WHĀTUA ŌRĀKEI**  
The Māori iwi who hold mana whenua over the land the hotel stands on.

**BRITOMART AND DOWNTOWN AUCKLAND COMMUNITY**  
The people who live, work and visit the hotel’s neighbourhood.

**TFE HOTELS**  
The Hotel Britomart’s hotel affiliate partner.











# Mana Whakahaere Governance

The 2023/24 year presented a challenging economic environment for the tourism industry, but The Hotel Britomart's efficient, sustainable approach and moderate size saw it weather the difficult period well. Following a busy summer off the back of the pandemic period, the recession saw a slow-down in visitor numbers over the traditionally quieter winter period. However, when compared to market averages, The Hotel Britomart was a leading performer within the Auckland central business district.

Now in its fifth year of operation, the hotel has continued a preventative maintenance programme to ensure the ongoing smooth running of the building and facilities. New members joined the sustainability and culture team in key positions, including Sustainability and Procurement Coordinator Caitlin Rees, and People & Culture Manager Fay Fialho.





## Executive Team

**GARTH SOLLY**  
Director of Hospitality,  
Cooper and Company

**CLINTON FARLEY**  
General Manager

**CIARAN MOLLOY**  
Operations Manager

**JANE FERNANDEZ**  
Finance Manager

**ROCHELLE GRAY**  
Head of Marketing

**JAMIE SWAN**  
Head of Sales

**FAY FIALHO**  
People and Culture Manager

The hotel has a Sustainability Committee, which meets monthly to share initiatives and progress on goals. The committee, which includes the new Sustainability and Procurement Coordinator Caitlin Rees, drives awareness of these goals and activities across the wider hotel team and has recently started a quarterly internal sustainability newsletter to keep everyone up to date.

Caitlin also joins the quarterly Cooper and Company sustainability meeting where team members from each company share ideas, progress and learnings.

## The Hotel Britomart Brand Values

### DESIGN

We value the way thoughtful design and attention to detail can transform the experience of place.

### NEIGHBOURHOOD

Guests at The Hotel Britomart aren't just staying in a building, but in a community.

### CONNECTION

The Hotel Britomart creates strong and genuine connections with its guests, and in turn connects them with the neighbourhood and city around them.

### SUSTAINABILITY

The Hotel Britomart subscribes to Britomart's values of long-term ownership, stewardship and community-building.

### CARE

The Hotel Britomart cares deeply about its guests and their experience in the city.



## Sustainability Partners

### NEW ZEALAND GREEN BUILDING COUNCIL

The Green Star certification system, administered in Aotearoa New Zealand by the New Zealand Green Building Council, is Australasia's foremost sustainability rating certification. It awards commercial buildings a rating from zero to six stars, with one representing minimum practice, five being stringently high and representing excellent performance at a national level and six indicating world-leading standards. The Hotel Britomart holds a 5 Green Star Design and Build certification. It is the first hotel building to be certified to this standard in New Zealand.

### QUALMARK

Qualmark is New Zealand tourism's official quality assurance organisation, providing consumers with a guide to quality travel experiences within New Zealand. Their Sustainable Tourism Business accreditation assesses a wide range of categories, including Environment & Culture, Social and Health & Safety. Accreditations are given as star ratings from 1 to 5, as well as Bronze, Silver or Gold awards. In 2022, The Hotel Britomart was accredited at a 5-star Gold award level, with all categories of assessment rated either Excellent or Representing Best Practice.

### GREEN LOAN BANKING PARTNERS

The Hotel Britomart is one of seven buildings at Britomart that sits within a portfolio covered by a Green Loan Agreement between Britomart and its banking partners. The agreement classifies the lending that covers The Hotel Britomart and other buildings at Britomart as 'green finance': financing of assets that can be proven to be sustainable, through external certifications from organisations like the New Zealand Green Building Council and NABERSNZ.





# 2024 Recognitions

## Exteriors Award

World's Most Beautiful Hotels,  
Secretariat du Prix Versailles, November 2023

## Maica Horigue

Receptionist of the Year,  
AICR NZ, December 2023

## Maica Horigue

Receptionist of the Year Runner-Up,  
AICR International, 2024

## Best of the Best Awards

Top 1% of listings on TripAdvisor, May 2024

## Best Hotel in New Zealand

New Zealand Hospitality Awards, July 2024

## Finalist

Luxury Hotel over 50 Rooms and Emerging Brand  
to Watch Luxury Travel Gold List Awards 2024





# 2024 Goals: Progress



GOAL	ACHIEVED	UNDER WAY	NOT ACHIEVED	
MANA WHAKAHAERE GOVERNANCE				
To work with the team at Cooper and Company to more closely integrate the cultures of the two companies and establish a wider sense of belonging and opportunity, with a view to benefiting team retention.	●			We achieved greater integration by having the hotel team participate in training sessions and social club activities alongside team members from Cooper and Company. The emphasis has been on recognising the interconnectedness of the various business activities within Cooper and Company, creating regular opportunities for collaboration while promoting engagement across teams.
To achieve the reduction goals set within our Toitū Carbonreduce plan by creating a structured action plan.		●		The Hotel Britomart’s Sustainability and Procurement Coordinator joined the team in September 2024. One of her first projects is to develop a science-aligned reduction strategy based on the full value chain emissions that The Hotel Britomart are currently calculating.
To create a one-page document that clearly outlines the total greenhouse gas emissions associated with a standard night’s stay or holding a meeting at The Hotel Britomart, to enable corporate clients working to GHG budgets to clearly understand our GHG value proposition.		●		Initial research was conducted on the average greenhouse gas footprint of a one-night stay at The Hotel Britomart. Various industry-standard methodologies were compared for suitability, with a method aligned with Toitū Carbonreduce and GHG Protocol identified as best practice. The data needed for the project is currently being integrated into our marketing material. Once calculated, the hotel will benchmark its GHG intensity against global hospitality businesses.

TE TAIAO ENVIRONMENT				
To review and update the sustainability storytelling on our website to reflect our status and priorities after three years in operation and to share new stories around our sustainability practices and partnerships.	●			A brand review resulted in changes to the hotel’s sustainability storytelling strategy to reflect the hotel’s progression from a newly opened hotel to one established in the market. This included shifting focus from being New Zealand’s first 5 Green Star hotel to new and ongoing sustainability projects, fresh interviews with key members of the operational team (rather than design and development team) and more emphasis on The Hotel Britomart’s place in the neighbourhood and wider Auckland community.
To extend our tree-planting programme at The Landing to include Green Cleans at the hotel.	●			When staying at The Hotel Britomart, guests can choose a ‘Green Clean’ option that includes a limited room service, towel and laundry changes on request instead of daily, as well as a tree added to the annual planting programme. In the 2023/24 year, 97 guests chose the Green Clean option (a tenfold increase on the previous year), which resulted in 97 native trees being planted at The Landing. We will review this initiative next year to ensure we maximise its potential.
To give team members the opportunity to participate in our 2024 tree-planting programme at The Landing, along with a beach clean-up during the same visit.	●			A group of team members from The Hotel Britomart team travelled to The Landing in July 2024 to plant 1200 trees in association with the programme. They also spent time with The Landing’s nursey manager Caleb Smith, learning about The Landing and its long-term conservation programme.
TE TANGATA PEOPLE AND CULTURE				
To hold at least six structured learning opportunities in association with the team at Cooper and Company head office, which offer team members the chance to learn more on a range of social and environmental sustainability topics while participating in a closer shared culture.	●			In the 2023/24 year, members of The Hotel Britomart team had the chance to participate in shared company-wide workshops on a wide range of topics, including financial wellbeing, mental health, understanding unconscious bias, natural skincare and neurodiversity inclusion, as well as social events like a quiz and shared lunch in association with Plastic-Free July. Team members were also invited to join social outings, including bowling, mini-golf and to join a cross-company touch rugby team.
To find a partner organisation that can offer regenerative travel opportunities to interested guests of the hotel.	●			The Hotel Britomart partnered with Velskov, a native forest farm based in the Waitakare Ranges, to offer a half-day regenerative travel experience to hotel guests and other interested visitors. To read more about the Nourishing Nature experience, turn to page 34.
To encourage team members to collectively contribute an average of two paid hours each volunteering with a community or environmental organisation or initiative of their choice.	(PARTLY ACHEIVED)			A total of 48 paid volunteering hours were contributed by members of the hotel team this year. This included participation in the 2024 Pink Ribbon Appeal, which fundraised money towards supporting breast cancer patients, survivors and their families. Members of the hotel team also spent a morning volunteering at Auckland City Mission’s Homeground facility. They also engaged in tree-planting and volunteer board activities with Soap Aid.



# Caitlin Rees

SUSTAINABILITY AND PROCUREMENT  
CO-ORDINATOR AT THE HOTEL BRITOMART



A recent arrival from the United Kingdom, Caitlin Rees joined The Hotel Britomart’s team in September 2024, bringing with her a strong background in sustainability analysis and strategy. We spoke to her about her career experience and plans for taking the hotel’s sustainability projects and procurement into its next phase.

**MELINDA WILLIAMS** Hi Caitlin. How did you first come to work in the sustainability field?

**CAITLIN REES** I’ve always been really interested in the environment and the outdoors. I did a Geography degree at Lancaster University a few years ago, which is in the north of the UK. I minored in ecology and had a few environment-related internships and hospitality jobs supporting me through my studies, which really helped me to shape what I was interested in. I graduated in 2022 and started working for an environmental consultancy in the UK, mostly working on climate change resilience, natural flood management, GHG accounting, and landscape-scale management.

**MELINDA WILLIAMS** You say you’ve always been interested in the environment – was there anything in particular that shaped that, or a particular place it began?

**CAITLIN REES** I used to go mountain biking a lot with my Dad and brother when I was younger, and my Mum loves gardening, so I’ve just grown up outdoors. My Grandpa’s a trustee of some of the Rivers Trusts in Wales - these are charities that look after the rivers at home. So, he was always talking about that while I was growing up. I didn’t really understand it all until I did my degree, and then I suddenly realised that I’d passively picked up that interest via his stories. It’s been really meaningful working in this space recently because he’s been quite unwell, so it kind of feels like he’s handing the baton over to me. I’ve learnt a lot from him and it keeps me motivated. Also, being a bystander to the climate crisis doesn’t sit well at all with me – how could you sit back and watch this happen?

**MELINDA WILLIAMS** I would think that having a good understanding of flood resilience and rivers and water flow paths, hydrology in general, is becoming increasingly important, right?

**CAITLIN REES** Yeah, I don’t think the importance is appreciated enough. In the UK, people don’t think they’re at risk of climate change impacts. At a conference once, somebody said, “Everyone either thinks they’re never going to be flooded, or if they have been flooded, they think it will never happen again.” But obviously, if you’ve been flooded, you’re even more likely to get flooded again. So it’s just a constant battle to keep people informed about flood resilience, especially when the climate is changing so quickly. It’s also so important as it’s interlinked with water quality, public health and culture, it’s integral to so many aspects of the environment.

**MELINDA WILLIAMS** What was it that drew you to New Zealand?

**CAITLIN REES** Obviously to see the beautiful scenery, and then also for a slightly more relaxed pace of life. It feels less busy here, which is so nice. I’ve wanted to live abroad since I was about 15, so I’m really proud to have made this happen. I wanted a new personal challenge, to try something new while I’m still young. I arrived in July and it’s been everything I dreamed of so far, and I’ve loved meeting people from all over the world.

**MELINDA WILLIAMS** What does your newly created role as Sustainability and Procurement Coordinator at the hotel involve?

**CAITLIN REES** The main part of the job is leading and developing our sustainability strategy, setting targets, and then actually putting the work in to get there. I work with our suppliers to see how we can collaborate with them to improve. The hotel’s been built to a really sustainable standard, so most of the impact we can make now is through the products that we purchase, and our influence on the industry. A lot of it involves doing our due diligence on everything we buy, and working with our team to build this into operations. I also support our accounts team with some

of the admin involved with receiving goods. My role is kind of two jobs in one, but having sight of both of aspects means that I can keep an eye on what we’re buying and see if there’s any opportunities to procure more sustainable products, or to reduce waste from packaging. It’s helped me to get to know the different operational aspects of the hotel, and has meant that I can work with our operational teams rather than being cooped up in the office all the time.

**MELINDA WILLIAMS** What will be your big areas of focus for the next 12 months?

**CAITLIN REES** My initial focus is to review our greenhouse gas emissions audit in detail and make a strong action plan to see where we can improve going forward. After that, I’m really keen to do some training with the hotel and with Cooper and Company as well, to educate people on all aspects of sustainability. There’s a common misconception that sustainability means, “If you can recycle it, it’s good.” Or “If it’s vegan, it’s the best thing to eat”, when there’s a lot more to it than that. We’re not going to solve the world’s problems by making sure that we recycle properly, are we? I want to help people to learn about the impacts of climate change, and the global systems that have led us into this mess. I seriously believe that if you know the details of climate change, especially the scale of the impacts, it’s impossible to ignore it as it is woven into absolutely every aspect of our lives.

**MELINDA WILLIAMS** What do you see as being the biggest opportunities for the hotel to take a step forward sustainability wise?

**CAITLIN REES** I’m glad you used the word opportunity and not task – it can be something exciting and not just something we ‘should do’. The most interesting opportunity involves challenging our suppliers to do better, because I think if we can put the pressure on them, collectively, then that’s a big area of impact and a multiplier as well. If they’re supplying to areas outside of the hospitality industry as well, you can keep having those chain reactions. In this field of work, I don’t feel like we work for just our employer, but everyone else we connect with too, which is so rewarding and creates catalysts for action.

Sharing our good practice with other hotels is another huge opportunity. We’re so well respected in New Zealand, that we really are in a position to leverage that, and to educate the rest of the industry as well. Obviously, as a luxury hotel, there’s things that we can do that other hotels and other hospitality firms can’t, but there’s also a lot of things that do translate to every single industry.

Specifically for the hotel, I think reducing our waste is a huge opportunity. We’re doing well at this already; the chefs in kingi are really great at finding ways to use food that would otherwise be wasted. We’re also aiming to reduce our operational waste through both small and systemic changes. I’d love for the hotel to be a completely circular system in terms of waste, so I hope we can make that happen one day.

**MELINDA WILLIAMS** And what do you see as the biggest challenge facing the hotel industry, in terms of sustainability?

**CAITLIN REES** I think all of the sustainability challenges stem from the fact that it’s an inherently consumptive industry. It’s hard to balance providing a luxury service without damaging the planet, especially somewhere like New Zealand where the economy relies on tourism. It has to exist here, but it’s not sustainable as it stands today.

The biggest challenge is definitely greenwashing. People are more motivated than ever to live sustainably, which means businesses are honing their marketing to reflect this. But this often leads to unsubstantiated claims that mislead consumers. I saw a great example online recently a cleaning product that claimed to be ‘Environmentally preferable’. Compared to what? I looked at the ingredients, and it’s full of ammonia. The New Zealand advertising legislation in this space is pretty loose and only the most severe cases are investigated. It’s tough to dig into these claims to make sure you’re actually procuring sustainably, but we’re doing well on this front, and it’s now a huge part of my role to make sure this happens consistently.



The biggest challenge in my role is balancing the analysis with action. As a scientist by training, this completely goes against my tendency to be paralysed by analysis. But the evidence is all out there, we already know how to make sustainable decisions even if we can't put a figure on them. Things like GHG accounting and analyzing your suppliers and monitoring your progress, that's really important, but we have to balance that with actually taking action, because we can spend years and years and so much money on working out where we are, when actually that time and money, ultimately, is better used actually doing things. My favourite Kiwi phrase so far is, "Less hui, more do-ey." – less talk, more action. Focusing less on sitting behind spreadsheets than actually going out and taking action. Just get on with it, basically. Time's running out.

**MELINDA WILLIAMS** There's a much higher level of mandated reporting and more stringent sustainability legislation in the United Kingdom. Have you seen a big difference between where sustainability, understanding and progress is at from there to here?

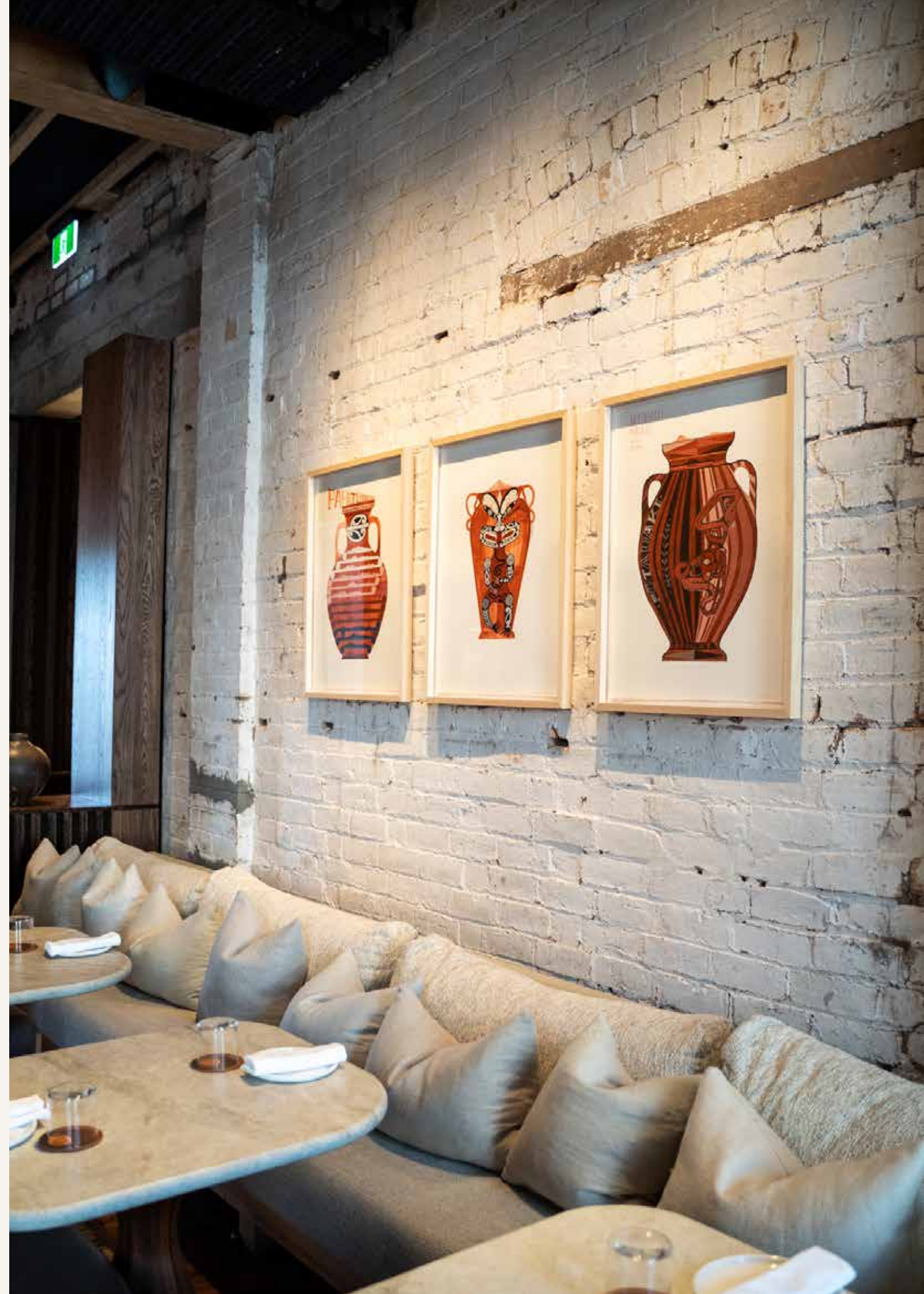
**CAITLIN REES** I don't want to sing any praises to the UK's climate change legislation, because it's not good enough. But New Zealand is even further behind that. In terms of conservation, New Zealand's much more forward-thinking. It's because nature is such a huge part of the culture here. Kids are clearly brought up understanding the environment a lot more than in the UK, but I think that comes hand-in-hand with the fact that the environment is a lot more diverse here, and is embedded into Māori history. But in terms of climate change legislation and reporting, it's nowhere near good enough here. The short-term plans to get to net-zero by 2050 are not strong enough, and the actioning of these poor policies is even worse. So, if we can't meet the low bar, then what are we expecting to happen?

And I think it's particularly challenging here because – and this goes for everything like infrastructure and healthcare – is that as there's only five million people here, and even fewer taxpayers. GDP per capita is quite high, but total GDP isn't. This means that there's less money to spend on climate change measures and research, so to some extent, it's understandable. But that's no excuse, and businesses need to be leading the way instead instead of seeing sustainability as an optional add-on, which is what the hotel is trying to do. It's a huge opportunity for innovation which will hugely benefit the economy.

**MELINDA WILLIAMS** And to end on an up-note: when you first joined the hotel team, what was the aspect of sustainability that you were most impressed by?

**CAITLIN REES** The team's attitude is really positive – sustainability is embedded into the culture of the hotel and not seen as a burden like I've sometimes experienced elsewhere. Everyone wants to know more, and everyone wants to do better. So, it means that it's been quite easy to come in and start implementing changes from day one, because people actually understand why you need to do it. So, that's really positive.

I've been really impressed by how sustainable it is operationally as well. When I interviewed, I obviously studied these sustainability reports cover to cover, and I was worried that I wouldn't have an answer when they inevitably asked me if I had any ideas for what the hotel should do next because I was so impressed already. But I found an answer to it. And now that I've settled in, I can see so many more opportunities for us to improve. There's a clear direction to move in and the team have already created the momentum to get us there – it's so refreshing!







## 2024 Mana Whakahaere Governance Goals

Develop a detailed sustainability strategy that provides a roadmap to net zero by 2045 and communicate the strategy through our website.

In collaboration with the Britomart facilities management team, analyse the climate risk to The Hotel Britomart over the coming years to understand which hazards may pose an issue for the hotel and how we might prepare for them.

Redevelop our sustainability dashboard to allow us to track our progress towards the roadmap in real time, promoting awareness across all teams.

To set up a system to receive more detailed guest feedback on the hotel's sustainability efforts and guest expectations around sustainability.









# Te Taiao

## The Environment

The hotel's major environmental sustainability projects this year were focused on partnerships with other sustainability-minded companies and collaborators. One major project was the launch of New Zealand's first hotel-led regenerative travel experience in association with Velskov Forest Farm in the Waitakare Ranges, while another significant partnership with plastics recycler Critical NZ raised over \$40,000 to support LegaSea, an ocean health charity.

Other projects have included participation in a food waste reduction pilot programme, the hotel's annual tree-planting project in collaboration with sister property The Landing in Northland, and partnership with the local wool company Wisewool to refresh the cushions in the hotel's lobby. Work also continued to find incremental ways to increase efficiencies in electricity and gas use, decrease waste to landfill and reduce the hotel's GHG emissions.



# Greenhouse Emissions with Toitū Carbonreduce

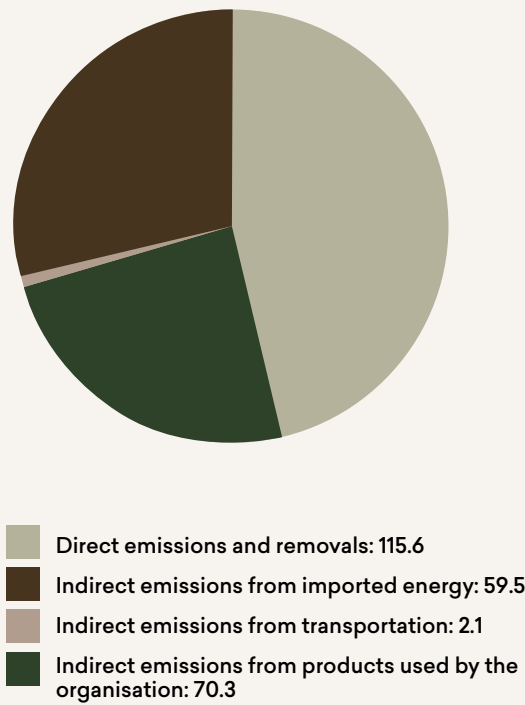
Our yet-to-be audited greenhouse gas calculations submitted to Toitu Envirocare show we emitted 244 tCO<sup>2</sup>e (tonnes of carbon dioxide-equivalent emissions). Compared to last year’s reported emissions of 251 tCO<sup>2</sup>e, this looks like cause for celebration, but the apparent decrease is actually due to a previous over-reporting error.

During this year’s calculations we discovered that the calculator we’d been using to convert our waste measurement to emissions followed a different methodology to the recommended standard. On the positive side, this means that we’re not producing as many GHG emissions overall as we thought we were. However, the real-world amount of GHGs we’ve emitted hasn’t actually gone down over the last year either.

In the 2023/24 year, the hotel hosted 28,487 guest room nights, compared to 26,640 in the previous year. As the hotel already operates its electricity and gas usage and waste disposal with a high level of efficiency, when guest nights rise, we expect a commensurate rise in electricity and gas use, and waste, which we saw. However, overall, we managed to reduce our GHG emissions per guest night (0.0086 tCO<sup>2</sup>e per room night) slightly from the previous year.

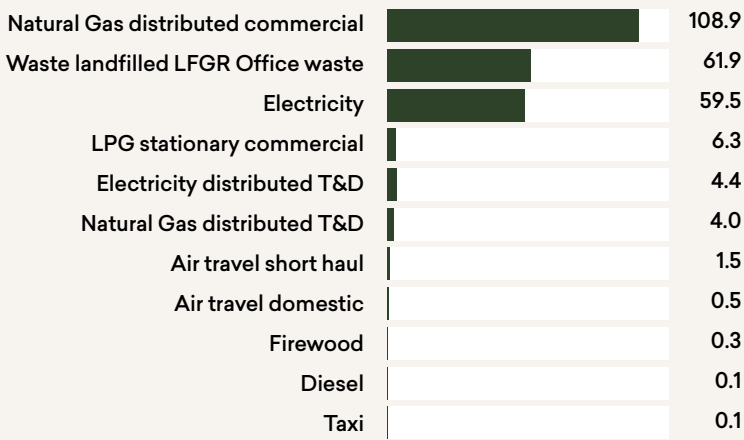
The only notable change in our overall emissions makeup over the last year was that emissions from employee air travel were down by 34.3 percent, with significantly less domestic travel and slightly more short-haul travel, both of which related to sales trips.

tCO<sup>2</sup>e BY CATEGORY  
1 April 2023 to 31 March 2024 location-based method



TOTAL 247 tCO<sup>2</sup>e

tCO<sup>2</sup>e BY SOURCES  
1 April 2023 to 31 March 2024, location-based method



## A NEW APPROACH TO OUR EMISSIONS REPORTING IS COMING

The 2023/24 year was The Hotel Britomart’s third year of reporting GHG emissions against a baseline established in the 2020/21 year. This baseline has always been artificially low, due to the data being collected during the Covid-19 pandemic, so we’re looking forward to a chance to change things up starting from next year.

Next year, our accreditation partner Toitū Envirocare is changing their reporting scope. Until now, our reporting has covered Scope 1 (direct emissions from burning fuel) and Scope 2 emissions (indirect emissions from the generation of purchased energy), as well as a small number of Scope 3 emissions (such as employee air travel and emissions produced by waste to landfill). This was in line with Toitū’s mandatory reporting guidelines.

From next year, our reporting will include all Scope 3 emissions, which are generated through the full value chain of the organisation. While this will result in an increase in reported emissions, it will give us a complete picture, while also allowing us to reset our baseline measurements to a year that is more ‘normal’ in terms of visitor numbers than our original baseline year. We have already calculated our full 2024 emissions but have chosen not to release them until they are verified.





## PROJECT

# Cushion Inner Replacement with Wisewool

After four years of regular use, the cushions in the hotel's lobby lounge were in need of revival. Until now, the 85 cushions were filled with microfibre made from recycled plastic bottles. A decision was made to transition to a new filling – Wisewool, which had previously been successfully used as filling for the window seat cushions in certain Laneway rooms.

Wisewool is a New Zealand company founded by the fifth generation of a Tairāwhiti sheep farming family. The company produces strong wool, which is the coarser, more resilient cousin of merino wool, for commercial use. Wisewool co-founder Harry Urquart-Hay says strong wool has a range of qualities that make it ideal for use in upholstery: “It’s moisture absorbent, it’s hypo-allergenic, has great compressional resilience. It breathes really well as a fabric and material, and a raft of other wonderful things. It’s simply the bounce-back of wool that makes it a wonderful replacement for synthetics within upholstered goods – furniture, mattresses, pillows, squabs – all things which until recently have used manmade fibres.”

Clinton Farley, general manager of The Hotel Britomart, says it was a clear choice to partner with Wisewool for the cushion filling replacement. “Wool’s natural fibres offer superior shape retention over time, making it an ideal material for comfort and durability. As a renewable and biodegradable resource, wool is not only environmentally friendly at the end of its life cycle but also offers benefits like temperature regulation, moisture-wicking, and hypoallergenic properties. We’re proud to support local New Zealand companies, and it’s always our priority to collaborate with suppliers who share our commitment to sustainability—Wisewool has demonstrated their alignment with this vision.”

After the previous microfibre filling was removed from the cushions, more than 60 percent of the filling was reused or repurposed through portions supplementing filling in cushions in other parts of the hotel or being donated to team members to repurpose at home.



## PROJECT

# Native Reforestation in Northland

The second year of the hotel's tree-planting partnership with its sister property The Landing saw another 1200 native trees added to a streamside area at the Bay of Islands property. Members of The Hotel Britomart team travelled to the site for a day of hard work putting in kahikatea, manuka, kanuka, karumu, ngaio, akeake and a range of grasses, flaxes and sedges, all under the supervision of The Landing's nursery manager Caleb Smith.

During the 2023/24 year, the hotel hosted 9177 delegates in meetings and conferences. As one tree is planted for every 10 delegates, this equated to 918 trees being planted. A further 97 trees associated with the Green Clean programme were also planted, with the hotel topping up the total by an additional 185 trees to reach the annual target of planting 1200 trees. Next year, we are planning to increase this number further.



PROJECT: REGENERATIVE TRAVEL

# Nourishing Nature: A Forest Farm Experience

In June 2024, The Hotel Britomart launched a regenerative travel offering, available both to guests of the hotel and other interested parties. Regenerative travel experiences have started to become popular in overseas destinations, and this is New Zealand’s first hotel-led regenerative travel offering, created in partnership with the forest farm Velskov, situated in Auckland’s Waitakere Ranges.

The four-hour experience consists of a transfer by electric vehicle to the Velskov forest farm, a tour of the bush-clad property where guests are introduced to various native trees and ferns and their edible parts, a tasting session in an open-air glasshouse, and a tree-planting session.

Following its launch, the Nourishing Nature experience currently has bookings up until April 2025, with summer expected to be busy with the arrival of international visitors.

## WHAT IS REGENERATIVE TRAVEL?

‘Regenerative travel’ is a new concept that goes beyond sustainable travel. While sustainable travel focuses on minimising the negative impacts of tourism, regenerative travel aims to leave a positive impact on the destination. It’s social-led rather than product-led and gives travellers the opportunity to create a lasting connection with the places they visit.

Regenerative travel helps destinations in a range of ways:

- **Community engagement** through supporting local businesses and learning about local customs and traditions
- **Environmental conservation** through foraging, understanding the environment and tree-planting
- **Developing cultural respect** through practicing local customs and traditions and raising cultural sensitivity
- **Economic empowerment** through supporting local businesses
- **Education and awareness** of the benefits of reforestation and biodiversity, while learning about New Zealand native species





# Kai Keepers Food Waste Reduction Programme

Food waste is a critical problem in New Zealand. Over 150,000 tonnes of it are thrown away every year, with 25,000 tonnes coming from the restaurant industry. Industry experts estimate that 61 percent of restaurant waste is avoidable, so in 2024, in a joint programme between the Ministry for the Environment, Edge Impact (a sustainability consultancy with its New Zealand base at Britomart) and the Restaurant Association was launched to assist the industry in decreasing its food waste.

At Britomart, kingi was one of four restaurants involved in the Kai Keepers pilot, and one of 120 participants across the Auckland, Waikato and Bay of Plenty area. For a week in March, restaurants tracked and weighed their food waste, which was then categorised into ‘avoidable’ or ‘unavoidable’. This data would form a baseline for later testing of food waste reduction interventions, with an ultimate goal of helping restaurants reduce their waste by 20 percent or more.

Edge Impact then analysed the results and data was fed back to each restaurant on their total waste, average waste per customer, with an estimate given on much the food waste was costing the restaurant each week, as well as the GHG impact.

Across the one-week period, participating restaurants served over 108,000 customers, producing more than 13 tonnes of food waste – on average, 171g of food waste per customer. Collectively, the 13,142kg of food waste produced in the week released 1.84tCO<sub>2</sub>e or about the same amount of GHG emitted by flying from Queenstown to Tokyo.

At kingi, the wastage was calculated at 130g per cover, 41g below the industry average. Although pleased that kingi’s average waste compared well at the baseline, operations manager Ciaran Molloy says he is keen to explore opportunities to reduce it further, and test interventions in the second stage of the trial, which begins in November 2024.

“I am genuinely surprised that we threw out 150kg of food waste,” says Ciaran. “But a massive thing for us is fish, which have a lot of bones that have heavy calcium in them. We recycle fish bones or fish heads three or four times, for example, to make fish stock, but that wasn’t within the scope of the pilot, and neither was whether the restaurant’s waste goes to landfill or composting.”

The hotel’s waste management system is robust, says Ciaran, with cameras in the bin room to ensure waste streams are separated properly. “We get a report daily on our recycling, our composting, our landfill,” he says. “If I notice a sudden drop in composting and an increase in landfill on the

tracker, I can review the footage and take action, whether that’s following up or retraining the team. But we very rarely have issues with the waste and tracking. They’re pretty standard numbers.”

David Maucor from Edge Impact says the Kai Keepers pilot chose to focus on preventing waste reaching the bin, rather than what happens to food waste after that point. “Overwhelmingly the feedback from restaurants was, ‘What can help us improve our margins?’ And I think that’s why reducing food waste upfront is really what interests people. You can be smart about how you deal with food waste once you generate it, through composting it, repurposing, etc, but reducing it upfront helps reduce costs.”



## TYPES OF FOOD WASTE

Avoidable waste is food that could have been eaten at some point in time. It did not take into account the current state of the item (which could be mouldy, or past its ‘best before’ date), but considered, instead, its past potential. The whole item was included, even if part of it was unavoidable (i.e. the skin on a whole banana).

Potentially avoidable waste is food that some people eat, and others don’t (e.g. apple and potato peels). This category also discounted the current state of the item (which could be mouldy, or past its ‘best before’ date).

Unavoidable waste is food that was unlikely to be eaten by the majority of the population, such as banana skins, tea bags, and eggshells.’



## The kingi Board

The kingi Board project was launched in October 2023, as a collaboration between The Hotel Britomart’s sustainable seafood restaurant kingi, Auckland plastics recycler Critical NZ and LegaSea, a charitable trust that advocates for sustainable fishing.

Critical NZ manufactures rigid plastic panels called ‘Cleanstone’ using recycled plastics. A bespoke version of these panels incorporating recycled fishing nets, cut to the size of a commercial chopping board, was developed as a branded item for sale, with the goal being for profits to support LegaSea. The project was an instant success, with the first run of boards selling out quickly, and the second run following suit. To date, more than \$40,000 has been raised through the sale of the boards. We spoke to Rui Peng, CEO and co-founder of Critical NZ to learn more about how the collaboration came about, and the sustainability benefits of the Cleanstone product.



# Rui Peng

CO-FOUNDER AND CEO OF CRITICAL NZ



**MELINDA WILLIAMS** Kia ora Rui, would you mind starting by introducing yourself and telling us what your company is about?

**RUI PENG** Yeah. Happy to. Nga mihi nui, kia koe, welcome to us. A bit about Critical, a bit about me, a bit about my whakapapa and then maybe Critical’s whakapapa. So Ko Puketāpapa te maunga, ko Te Auanuanga te awa, ko Peng toku tīpuna, ko Manchu raua ko Han oku iwi, ko Roskill South toku kainga, no China ahau, ko Rui Peng toku ingoa.

Our whanau are Chinese immigrants. We came to Aotearoa in the ‘90s, lived in Otahuhu for a couple of years, moved to Pakuranga and then after we finished school, we moved to Puketāpapa or Roskill, where now my wife and our three tamariki reside. Puketāpapa is the maunga we live under, and Te Auaunga, which is Oakley Creek, that goes quite far from Puketāpapa to Mount Albert to the Waitemata, those are our landmarks of significance.

At Critical, we are a Māori-owned clean tech start-up, Māori-owned on the side of my business partner, Adam Mansfield, whose whakapapa is to Ngāti Raukawa and Ngāti Kahungunu. For us, what’s really important is what does it look like for us to be good ancestors so that our grandkids and their grandkids can thrive for generations to come and what does it also look like for us to practice or uplift kaitiakitanga, how do we care for the whenua, how do we care for our planet.

**MELINDA WILLIAMS** What first made you interested in designing sustainable architectural products?

**RUI PENG** I used to be an architect, and at one time I was working on a project fitting out an airport in the Far North, in 2013. I remember as a young person feeling really frustrated that I couldn’t find a material that was refined and beautiful and sustainable. The ones that I could find were all just going to end up in landfill and they had chemicals I

couldn’t pronounce. I looked for sustainable materials and there weren’t very many options, and the ones that were there were just really ugly and not really fit for purpose. So, we asked ourselves, naively back in the day, “What does it look like for us to build a company to be able to give designers and businesses and property developers better options?” And that’s how Cleanstone came about.

We didn’t really start Critical with the intent that it was going to be a business. We were actually in community development, mentoring young people and their whanau, trying to get them into entrepreneurship using technology and design. And then after about five years mentoring young people and working with their whanau, we realised we actually have to do it ourselves and scaffold that opportunity and do it that way and do it well.

**MELINDA WILLIAMS** What are the big sustainability goals that Critical is working towards solving?

**RUI PENG** If you look at the larger scale of the problem, every year globally, we manufacture 350 million tonnes of plastics, and less than 10% of that is recycled. In Aotearoa, we import 400,000 tons of virgin plastics made out of petrochemicals and we send to landfill up to 350,000 tonnes. If you look at the construction space, 20% of our global and Aotearoa emissions are from construction, from the building sector, and 11% of the overall emissions are actually from building materials. So it’s got a pretty significant impact, both from a waste and GHG perspective. And with construction being the biggest contributor in Aotearoa of waste to landfill, the way that we want to out work our two values of being a good ancestor is how do we solve those problems? How do we offer the construction sector a fully circular, near-carbon neutral product that can tie all that together? That’s Cleanstone.

**MELINDA WILLIAMS** You mentioned low carbon emissions - what sort of GHG emissions profile does Cleanstone have?

**RUI PENG** The measure of GHGs is usually in kilograms of carbon-dioxide equivalent, CO<sup>2</sup>e. Anything that uses virgin petrochemicals, like plastics, sit at about 3.5 kg CO<sup>2</sup>e. The emissions of Cleanstone sit at 0.0028kg CO<sup>2</sup>e. So the GHGs you avoid using this compared to an equivalent made out of virgin plastics is about 1,250 times less GHG emissions. It’s almost carbon neutral. And you can extend the longevity of the material, because after you cut on the surface and marks start to show, you can just give it a sand and it’ll be as good as new. It is really a product that you can pass down from generation to generation. You can drive a truck over it and try and break it with a hammer. I don’t think it’s going to break. We tried it ourselves.

**MELINDA WILLIAMS** What are the main architectural or interior design applications of Cleanstone?

**RUI PENG** Cleanstone is classified at the moment as a decorative panel. It can do anything a sheet of ply or laminate can do or even an engineered stone benchtop can do. Cleanstone is effectively the sustainable alternative, the eco-alternative for that. Schools use them for classroom tabletops. It’s pretty surprising how many tabletops there are around the world. Architects use them to fit out using bench tops, but also entire joinery carcasses like doors and where you think a laminate MDF will go. So fitted joinery. There’s been some really interesting product applications. We made a foldable crate out of soft plastics from homeware products like just simple stuff like coasters to whakairo art pieces that we are going to get into retail. So construction, industrial design, architectural applications, walls, decorative wall panels. For wet areas, it’s pretty awesome because it’s plastic so it’s 100% waterproof. It doesn’t absorb moisture. It doesn’t swell. So yeah, bathrooms, vanities, tiles, walls, flooring, showers, lighting as well. A pretty varied application in the interiors and the architectural space.

**MELINDA WILLIAMS** How did the collaboration with kingi on the kingi Boards first come about?

**RUI PENG** It started a little while ago. The Hotel Britomart instigated this collaboration because they work with LegaSea and Tom Hishon, the renowned chef. They brought us together and created the fertile grounds for us to have a korero, and then we saw the opportunity. Tom being a chef himself was like, “We use these grey, virgin plastic boards for cutting. The size, the function and features is cool. Can we do one out of Cleanstone so it’s a recycled material?”

**MELINDA WILLIAMS** Are the plastics you use post-consumer or are they, for example, plastics that were over-produced for commercial use but never actually used?

**RUI PENG** A mix. So commercial/post-consumer is the space that we operate in. Some of them are post-consumer, others are commercial.

**MELINDA WILLIAMS** The kingi Boards come in three different colours. How did you source the different colours?

**RUI PENG** Green and blue and oranges are quite standard commercial fishing net colours. Those nets have a cool property because they’re actually woven; green plastic woven with orange flecks to make it stand out. As a result, you see the orange flecks in the green as well. The netting comes from the major fisheries like Moana and Sanford, as well as individual fishers and family-owned businesses. All commercial fishing nets, once they’re damaged, go to Motueka, where there’s a netting repair company that fixes them up. After a few repairs, they get degraded too much and can’t be repaired, so they usually just get landfilled, unfortunately. Critical takes nets that have been multiple repaired and use them as our raw ingredients. So the blue boards are made from blue nets, the greens made from green nets, the orange is made from orange nets. You can see them all sitting outside our office. It’s all precious ingredients for us to make into Cleanstone.

**MELINDA WILLIAMS** I understand that you can vary the percentage of soft plastics to rigid plastics in different products and that the hotel and restaurant team were keen to incorporate as many fishing nets as possible in the kingi Board. Was that a challenge?

**RUI PENG** That’s right. Every board has 250mm of netting, which is the equivalent of 5 percent of the board. It was a challenge to make in a commercially viable and scalable way. The material is a blend between your rigid packaging like post-consumer shampoo bottles blended in with commercial fishing nets. There was a particular price point that we had to hit, and there’s a particular wholesale unit that we had to hit. Processing and combining the two fishing nets together to create that aesthetic at those percentages means that we could make it work out.

**MELINDA WILLIAMS** How much plastic do you get through here a year?

**RUI PENG** We’re projected to get about 1,000 tonnes. Being a early stage company, this is still our pilot facility. When we complete our production line, we’re projected to hit about 1,000 tonnes per production line per year.

**MELINDA WILLIAMS** Am I right in thinking the kingi boards are up to their third production run now?

**RUI PENG** Yeah. The first two runs were about 300 to 400 boards. And then we’re just about to finish up this current batch of 500. It’s pretty cool to see how well they do. I think the first batch sold out in three days. The second batch sold out in 30 minutes. And it’s steady and ongoing, which is really good to see. We’re looking at possibly doing a half size for the home as well. That’s currently in the works.





## Te Taiao Environment

### GOALS FOR 2025

To model and understand the potential for our tree-planting programme at The Landing to act as official mitigation for our GHG emissions over coming years.

To increase our tree-planting programme at The Landing significantly in line with our modelling, tying this to additional programmes at the hotel.

Collaborate with the Britomart precinct operations team to find a provider to recycle our soft plastics

Find a cost-effective method to weigh our waste to enable better tracking









# Te Tangata People and Culture

The Hotel Britomart has a thriving team of on average 102 full-time members, rising to around 115-120 in the peak of summer. More than 30 ethnicities are represented within the team, which has an average age of 29.

The last year saw a strong focus on the wellbeing and team culture of the team, as well as on integrating members more closely with their colleagues at other businesses under the Cooper and Company umbrella.

There was also a push towards developing sustainability capacity within the team, both through giving heads of departments more responsibility of the strategic aspects of their department until the appointment of a dedicated sustainability coordinator in August 2024, and by empowering team members with access to upskilling workshops and the Aki Aki digital sustainability platform developed by Tourism Industry Aotearoa.



## Team Wellbeing Programme

Cooper and Company, as the parent company to a range of businesses including The Hotel Britomart, The Landing and the Britomart Group, runs a full wellbeing programme for its employees, with a number of events open to all members of the extended team.

Ryan Cheemee, who was The Hotel Britomart’s People and Culture manager until September 2024, said the year saw a marked increase in team engagement in wellbeing and sustainability activities, particularly fundraising events. “We’ve done a number of activities with a fundraising aspect, like Round the Bays, Live Ocean Swim for the Gulf, the Breast Cancer Society Pink Ribbon Appeal, and a fundraising breakfast, as well as our ongoing partnership with Coats 4 Kids, which gathered a pretty impressive haul this year.”

Other team engagement activities included a 10K a Day steps challenge in association with Earth Hour, which saw 20 members of the team picking up the amount they walked over a 10-day period, and a sustainable cocktail competition in association with Earth Day. In August, team members took on a challenge through Future Fit, an application available to businesses that allows individuals to track and lower their personal GHG footprint.

A number of team members from the hotel joined wellbeing sessions hosted by Cooper and Company, including a financial wellbeing session, a quiz lunch for Plastic-Free July and a mental health seminar led by Sir John Kirwan in association with workplace wellbeing company Groov. Executive team members also took part in a Hospitality New Zealand workshop for leaders on managing team wellbeing.



## Social Procurement Policy

Social procurement is an approach of choosing business suppliers based not only on cost, but on the social value that the economic relationship can have for the wider community. Some ways social procurement policies can generate social value include:

- Working with diverse businesses, which employ members of under-represented ethnic, age, gender or ability groups
- Working with businesses that have active social giving programmes to address homelessness, women’s rights, health-related charities, food poverty, community support, etc
- Working with businesses that use proven fair-trade and sustainable sourcing and production practices

The Hotel Britomart has a social procurement policy of ensuring 95 percent of all procurement through The Hotel Britomart and food and beverage outlets at the hotel originate from New Zealand suppliers. Further to that, 80% of all procurement is New Zealand made, reducing the need for importation, and localising the supply chain to reduce GHG emissions.



### SOAP AID

The Hotel Britomart has an ongoing partnership with the not-for-profit organisation Soap Aid, which recycles soap and sends it to communities in need in the Pacific and further afield. The soap helps raise levels of hygiene, preventing disease and reducing waste to landfill.

In the 2023/24 year, the hotel donated 478kg of soap left over after guest stays to Soap Aid, resulting in the production of 4780 100-gram bars of soap.

### SIX FOR GOOD

One of the hotel’s key supply partners is Astro Hospitality, which operates the Six For Good initiative. Sustainable tissues and toilet paper, every carton of branded product includes a donation to six charities: Big Buddy, CureKids, Foster Hope, Kids Can, Upside Downs Education Trust and Heart Kids.

This year the hotel purchased 385 cartons of sustainable tissue through Astro Hospitality, resulting in a total donation to the Six For Good charities of \$1155. Over 130 cartons of compostable coffee pods were also purchased, resulting in a donation of \$264 to I Am Hope, a New Zealand charity aiming at destigmatising mental health issues and supporting children who suffer from them.

### COATS 4 KIDS

Each year, alongside the wider Cooper and Company team, The Hotel Britomart holds an in-house collection of good condition second-hand clothing, blankets, sleeping bags, shoes and other winter items. These are donated to the Northland-based charitable trust Bald Angels, which supports communities in need in Te Tai Tokerau Northland through the annual Coats 4 Kids appeal.





## Te Tangata People & Culture

### GOALS FOR 2025

Work towards certifying the hotel as a Great Place to Work.

Complete an accessibility assessment and implement any changes possible.

Register the hotel with an accreditation provider and framework that showcases safe, inclusive and affirming employment.

Implement the hotel's leadership development training programme at all leadership levels within the hotel as a mandatory succession programme.

Encourage team members to utilise the volunteering hours allocation by providing regular suggestions of activities for individuals to participate in.





# The Hotel Britomart Sustainability Goals for 2025

## **MANA WHAKAHAERE** GOVERNANCE

Develop a detailed sustainability strategy that provides a roadmap to net zero by 2045 and communicate the strategy through our website.

In collaboration with the Britomart facilities management team, analyse the climate risk to The Hotel Britomart over the coming years to understand which hazards may pose an issue for the hotel and how we might prepare for them.

Redevelop a sustainability dashboard to allow us to track our progress towards the roadmap in real time, promoting awareness across all teams.

To set up a system to receive more detailed guest feedback on the hotel's sustainability efforts and guest expectations around sustainability.

## **TE TAIAO** ENVIRONMENT

To model and understand the potential for our tree-planting programme at The Landing to act as official GHG mitigation for our emissions over coming years.

To increase our tree-planting programme at The Landing significantly in line with our modelling, tying this to additional programmes at the hotel.

Collaborate with the Britomart precinct operations team to find a provider to recycle our soft plastics.

Find a cost-effective method to weigh our waste to enable better tracking.

## **TE TANGATA** PEOPLE & CULTURE

Work towards certifying the hotel as a Great Place to Work.

Complete an accessibility assessment and implement any changes possible.

Register the hotel with an accreditation provider and framework that showcases safe, inclusive and affirming employment.

Implement the hotel's leadership development training programme at all leadership levels within the hotel as a mandatory succession programme.

Encourage team members to utilise the volunteering hours allocation by providing regular suggestions of activities for individuals to participate in.



