

# Community and Environment

## Community

Crown continues to proudly support the local communities in which its businesses operate. Burswood and Crown Melbourne signed the Australian Employment Covenant during the year and will provide many job opportunities for indigenous Australians. Crown also formed an alliance with a disability employment agency, pledging to provide more jobs for disabled job seekers. Both initiatives highlight Crown's commitment to create a diverse and inclusive workforce.

Crown's support of not-for-profit events, donations, employee volunteer contributions and sponsorship is extensive.

### **Crown Melbourne**

From large organisations such as the Royal Children's Hospital to individuals affected by tragedy, Crown Melbourne responds and provides assistance, donations and support to a broad spectrum of community needs. In 2009, this spanned medical research, aged care, schools and kindergartens, sporting groups, fire brigades and cultural organisations.

Crown Melbourne provided assistance to the Victorian community through its financial support of community and non-profit organisations including the Make-A-Wish Foundation, KOALA (Kids Oncology and Leukaemia Action) Foundation via the Million Dollar Lunch, Open Family Australia, the Alannah and Madeline Foundation, Challenge, Kids Under Cover, the Blue Ribbon Foundation and the Heartwell Foundation.

In response to the Victorian Black Saturday bushfires in February 2009, Crown promptly pledged \$500,000 to the Victorian Bushfire Appeal, supporting many affected and displaced individuals and families. Crown Melbourne and Burswood joined forces with the Salvation Army in setting up collection tins at both complexes and supported a number of charities and organisations in their efforts to raise money. On a more personal level, Crown Melbourne also provided overnight accommodation for affected families and supporters during visits to the city or as a relaxing respite from their grim reality. Crown Melbourne's employees eagerly volunteered their time at the Australian Red Cross Call Centre and raised employee donations.

At Christmas, Crown Melbourne and its employees actively participated in Open Family Australia's Christmas hamper efforts. Crown chefs prepared wonderful festive food hampers for Open Family Australia, which were delivered to many Melbourne-based families by dedicated employees.

Additional community activities supported and celebrated by Crown Melbourne during the year included Harmony Day, an employee Australian Citizenship Ceremony and Community Safety Week.

### **Burswood**

Burswood recognises the pivotal role it plays within the community and contributes significant resources to a host of Western Australian organisations. Some of these are specific to the arts sector including the Australian Business Arts Foundation, Telethon Speech & Hearing's 'Young Artists with Artitude' competition and the youth arts initiative 'Storm the Stage'.

Burswood, employee involvement in Anglicare Winter Appeal



Crown donation to Country Fire Authority



Crown Melbourne, 2009 Million Dollar Lunch



Burswood, employee involvement in Anglicare Winter Appeal



Community and Environment

Burswood partnered with many other non-profit organisations in their fundraising efforts during the year. These included Ronald McDonald House which was host to one of Australia's largest and most successful fundraising initiatives, Youth Focus, an organisation dedicated to helping young people with depression, The Amanda Young Foundation, StyleAid with the Western Australian AIDS Council, Strike a Chord for Cancer and the National Breast Cancer Research Foundation. Burswood has also forged strong long-term relationships with the Juvenile Diabetes Research Foundation, Crime Stoppers, Teen Challenge, Celebrate WA and United Way.

Burswood chefs annually prepare more than 9,000 litres of soup, which is donated to Foodbank Western Australia to support Perth's homeless. Other Community Activities include partnerships with the Seniors Recreation Council, Charity 'Movies by Burswood' and the Returned Services League.

In addition to these regular partnerships, in 2009 many Western Australian service agencies were in need of additional support. Burswood, through both employee and corporate donations, was able to assist the Salvation Army, Anglicare Western Australia, Foodbank Western Australia, Father Brian's Appeal and the St Vincent de Paul Society's 'Passages' program.

At the heart of Burswood's community program is its employee involvement. Burswood employees gave generously to the annual St Vincent de Paul Christmas Appeal and the Anglicare Winter Appeal. The Burswood team also participated in the annual Juvenile Diabetes

Research Foundation 'Walk to Cure Diabetes' and partnered with the Salvation Army to raise more than \$20,000 for its Victorian Bushfire appeal.

Burswood continues its commercial sponsorship program to support local businesses and sporting organisations. These included the West Coast Eagles and Fremantle Dockers AFL clubs and the Emirates Western Force Super 14 Rugby Union team.

## Environment

Crown's ongoing environmental sustainability commitment focuses on three key pillars: water conservation, waste reduction and energy efficiency. Crown's goal is to make meaningful contributions towards reducing its environmental impact by pursuing initiatives in these areas, consistent with our objectives to create memorable experiences and enhance shareholder value.

During the year, Crown Melbourne continued implementing a variety of initiatives. In March 2009, it launched a new web site, [www.crownenvironment.com.au](http://www.crownenvironment.com.au), to highlight and share information on its commitment to environmental impact reduction. The web site clearly articulates Crown Melbourne's approach, milestones and future plans to address environmental issues and concerns.

A dedicated Burswood Environment Committee was formed in October 2008. The Committee's main focus to date has been on identifying environmental initiatives to reduce energy and waste from the complex. Positive results with water and electricity consumption have also been achieved, despite the ongoing expansion of the property.

Crown Melbourne, Cogeneration plant rooftop equipment



Crown Melbourne, Cogeneration plant standby boilers



### **Water conservation**

Throughout the year, Crown Melbourne continued water reduction initiatives through its approved waterMAP program. The upgrade of numerous facilities throughout the property has provided many opportunities to install water reduction devices such as dual flush toilets and tap aerators to reduce flow. Other initiatives included the replacement of grass (to eliminate the use of irrigation) with high quality artificial turf for the landscaping of Crown Towers hotel roof-top, Whiteman Street frontage and median strips.

Burswood continues to reduce its water consumption and is expected to meet its target reductions as approved in its water efficiency management plan. The complex is in the process of implementing an aerator replacement program throughout the property, which will result in further water conservation. In 2008, Burswood was recognised for its commitment to water conservation with the Waterwise Award for a large-scale business or government agency.

### **Waste reduction**

More than 30 percent of Crown Melbourne's waste is currently recycled via composting, cardboard and plastics recycling. Waste reduction efforts continued to build momentum throughout the year with an education program on waste separation for kitchens and restaurants implemented throughout the complex. This has resulted in a record quantity of in excess of 600 tonnes of food waste being diverted to a natural recovery (or composting) facility instead of landfill – an increase of more than 40 percent over previous years.

Crown Melbourne's commitment to waste management was also demonstrated during the upgrade of the Crown Towers hotel. This was completed with an emphasis on recycling materials, where 80 percent of construction and demolition waste was recycled.

### **Energy efficiency**

In March 2009, Crown Melbourne submitted its first Environment and Energy Resources Efficiency Plan (EERP) to the Environmental Protection Authority Victoria (EPA), which identified initiatives to improve resource efficiency.

An energy assessment of the retail and entertainment areas of the Crown Melbourne complex was conducted to identify future initiatives in accordance with the Commonwealth Government's Energy Efficiencies Opportunities Act.

During the year, Burswood replaced its chiller sets with energy efficient chillers, an initiative which is expected to substantially improve resource efficiency across the property.

In addition to the EERP, Crown Limited participated in the benchmarking Carbon Disclosure Survey conducted by an independent not-for-profit organisation which holds the largest database of corporate climate change information in the world (refer to [www.cdproject.net](http://www.cdproject.net)).

Crown Melbourne and Burswood participated in Australia's "Earth Hour" on 28 March 2009.